

## ORDER



**Orders**  
**Order / Rev:** 715925  
**Alt Order #:** 06331752  
**Product Desc:** CRAVAAK FOR CONGRESS  
**Estimate:** C23C29  
**Flight Dates:** 10/23/12 - 10/29/12  
**Original Date / Rev:** 10/24/12 / 10/24/12  
**Order Type:** Political

## KARE

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Smart Media Group Inc/ POL  
**Buying Contact:**  
**Billing Contact:**  
 814 King Street  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser Name:** CRAVAACK, C / R / CON  
**Demographic:** A35+  
**Product Codes:** PL-US House Representative  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/22/12	10/28/12	58	\$86,800.00	\$73,780.00
10/29/12	11/04/12	7	\$3,975.00	\$3,378.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	58	\$86,800.00	\$73,780.00	0.00
November 2012	7	\$3,975.00	\$3,378.75	0.00
<b>Totals</b>	<b>65</b>	<b>\$90,775.00</b>	<b>\$77,158.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	KARE	10/26/12	10/26/12	M-F 2-3p The Doctors	CM	2P-3P	----F--	:30	2	\$300.00	P-4	0.00	NM	2	\$600.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					2	\$300.00		0.00			
3	KARE	10/26/12	10/26/12	M-F 4-430p KARE 11 4 News	CM	4-430P	----F--	:30	1	\$525.00	P-4	0.00	NM	1	\$525.00
4P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$525.00		0.00			
4	KARE	10/26/12	10/26/12	M-F 430-5p Jeopardy	CM	430-5P	----F--	:30	1	\$1,350.00	P-4	0.00	NM	1	\$1,350.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$1,350.00		0.00			
5	KARE	10/26/12	10/26/12	M-F 5-530p KARE 11 5 News	CM	5-530p	----F--	:30	1	\$1,800.00	P-4	0.00	NM	1	\$1,800.00
KARE11NWS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$1,800.00		0.00			
6	KARE	10/26/12	10/26/12	M-F 9-10a TODAY	CM	9-10a	----F--	:30	2	\$350.00	P-4	0.00	NM	2	\$700.00
TODAY 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Order / Rev: 715925  
 Alt Order #: 06331752  
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: CRAVAACK, C / R / CON  
 Product Desc: CRAVAACK FOR CONGRESS  
 Estimate: C23C29  
**KARE**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	KARE	10/26/12	10/26/12	M-F 9-10a TODAY	CM	9-10a	----F--	:30	2	\$350.00	P-4	0.00	NM	2	\$700.00
TODAY 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					2	\$350.00		0.00			
8	KARE	10/29/12	10/29/12	M-F 2-3p The Doctors	CM	2P-3P	M-----	:30	2	\$300.00	P-4	0.00	NM	2	\$600.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					2	\$300.00		0.00			
9	KARE	10/29/12	10/29/12	M-F 4-430p KARE 11 4 News	CM	4-430P	M-----	:30	1	\$525.00	P-4	0.00	NM	1	\$525.00
4P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$525.00		0.00			
11	KARE	10/29/12	10/29/12	M-F 5-530p KARE 11 5 News	CM	5-530p	M-----	:30	1	\$1,800.00	P-4	0.00	NM	1	\$1,800.00
KARE11NWS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$1,800.00		0.00			
12	KARE	10/29/12	10/29/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	M-----	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
KARE11-1ST EDT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$350.00		0.00			
13	KARE	10/29/12	10/29/12	M-F 9-10a TODAY	CM	9-10a	M-----	:30	2	\$350.00	P-4	0.00	NM	2	\$700.00
TODAY 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					2	\$350.00		0.00			
14	KARE	10/27/12	10/27/12	Sat 5-530p KARE 11 5 News Sa	CM	5-530P	-----S-	:30	1	\$900.00	P-4	0.00	NM	1	\$900.00
KARE11NWS-5 SA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$900.00		0.00			
15	KARE	10/27/12	10/27/12	Sat 6-630p KARE 11 6 News Sa	CM	6-630P	-----S-	:30	1	\$1,150.00	P-4	0.00	NM	1	\$1,150.00
KARE11NWS-6 SA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$1,150.00		0.00			
16	KARE	10/27/12	10/27/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
KARE11 NWS SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					2	\$450.00		0.00			
17	KARE	10/28/12	10/28/12	Sun 5-530p KARE 11 5 News Su	CM	5-530P	-----S	:30	1	\$1,150.00	P-4	0.00	NM	1	\$1,150.00
KARE11NWS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$1,150.00		0.00			
19	KARE	10/25/12	10/25/12	M-F 2-3p The Doctors	CM	2P-3P	---T---	:30	2	\$300.00	P-4	0.00	NM	2	\$600.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					2	\$300.00		0.00			
20	KARE	10/25/12	10/25/12	M-F 4-430p KARE 11 4 News	CM	4-430P	---T---	:30	1	\$525.00	P-4	0.00	NM	1	\$525.00
4P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$525.00		0.00			
21	KARE	10/25/12	10/25/12		CM	430-5P	---T---	:30	1	\$1,350.00	P-2	0.00	NM	1	\$1,350.00

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 Alt Order #: 06331752  
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: CRAVAACK, C / R / CON  
 Product Desc: CRAVAACK FOR CONGRESS  
 Estimate: C23C29  
**KARE**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 430-5p Jeopardy JEOPARDY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12    10/28/12    ---T---            1    \$1,350.00    0.00															
23	KARE	10/25/12	10/25/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	---T---	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
KARE11-1ST EDT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12    10/28/12    ---T---            1    \$350.00    0.00															
24	KARE	10/25/12	10/25/12	M-F 9-10a TODAY	CM	9-10a	---T---	:30	2	\$350.00	P-4	0.00	NM	2	\$700.00
TODAY 11 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12    10/28/12    ---T---            2    \$350.00    0.00															
26	KARE	10/23/12	10/23/12	M-F 2-3p The Doctors	CM	2P-3P	-T-----	:30	2	\$300.00	P-4	0.00	NM	2	\$600.00
THE DOCTORS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12    10/28/12    -T-----            2    \$300.00    0.00															
27	KARE	10/23/12	10/23/12	M-F 4-430p KARE 11 4 News	CM	4-430P	-T-----	:30	1	\$525.00	P-4	0.00	NM	1	\$525.00
4P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12    10/28/12    -T-----            1    \$525.00    0.00															
28	KARE	10/23/12	10/23/12	M-F 430-5p Jeopardy	CM	430-5P	-T-----	:30	1	\$1,350.00	P-4	0.00	NM	1	\$1,350.00
JEOPARDY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12    10/28/12    -T-----            1    \$1,350.00    0.00															
30	KARE	10/23/12	10/23/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	-T-----	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
KARE11-1ST EDT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12    10/28/12    -T-----            1    \$350.00    0.00															
31	KARE	10/23/12	10/23/12	M-F 9-10a TODAY	CM	9-10a	-T-----	:30	2	\$350.00	P-4	0.00	NM	2	\$700.00
TODAY 11 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12    10/28/12    -T-----            2    \$350.00    0.00															
33	KARE	10/24/12	10/24/12	M-F 2-3p The Doctors	CM	2P-3P	--W----	:30	2	\$300.00	P-4	0.00	NM	2	\$600.00
THE DOCTORS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12    10/28/12    --W----            2    \$300.00    0.00															
34	KARE	10/24/12	10/24/12	M-F 4-430p KARE 11 4 News	CM	4-430P	--W----	:30	1	\$525.00	P-4	0.00	NM	1	\$525.00
4P NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12    10/28/12    --W----            1    \$525.00    0.00															
35	KARE	10/24/12	10/24/12	M-F 430-5p Jeopardy	CM	430-5P	--W----	:30	1	\$1,350.00	P-4	0.00	NM	1	\$1,350.00
JEOPARDY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12    10/28/12    --W----            1    \$1,350.00    0.00															
36	KARE	10/24/12	10/24/12	M-F 5-530p KARE 11 5 News	CM	5-530p	--W----	:30	1	\$1,800.00	P-4	0.00	NM	1	\$1,800.00
KARE11NWS-5 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12    10/28/12    --W----            1    \$1,800.00    0.00															
37	KARE	10/24/12	10/24/12		CM	9-10a	--W----	:30	2	\$350.00	P-4	0.00	NM	2	\$700.00

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 Alt Order #: 06331752  
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: CRAVAACK, C / R / CON  
 Product Desc: CRAVAACK FOR CONGRESS  
 Estimate: C23C29  
**KARE**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 9-10a TODAY															
TODAY 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	2		\$350.00		0.00						
38	KARE	10/25/12	10/25/12	Vikings Regular Season CM Viking Regular Season	CM	Various (7:00 PM-10:30 PM)	---T---	:30	1	\$15,000.00	P-2	0.00	NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$15,000.00		0.00						
39	KARE	10/24/12	10/25/12	Late Night Late Night NBC	CM	1135pm-1235xm	--WT---	:30	3	\$200.00	P-2	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--WT---	3		\$200.00		0.00						
40	KARE	10/27/12	10/27/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$450.00		0.00						
41	KARE	10/23/12	10/26/12	M-F 1130a-12p Jeopardy	CM	1130a-12p	-TWTF--	:30	2	\$550.00	P-4	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-TWTF--	2		\$550.00		0.00						
42	KARE	10/23/12	10/26/12	M-F 430-5A M-F 430-5a	CM	430-5a	-TWTF--	:30	1	\$50.00	P-2	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-TWTF--	1		\$50.00		0.00						
43	KARE	10/26/12	10/26/12	Local Prime Special Local Prime-JULIE NELSON	CM	Various (8:00 PM-9:00 PM)	----F--	:30	2	\$1,750.00	P-4	0.00	NM	2	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	2		\$1,750.00		0.00						
N44	KARE	10/26/12	10/26/12	M-F 11-1130a KARE 11 News @ 11a	CM	11-1130a	----F--	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$100.00		0.00						
N45	KARE	10/28/12	10/28/12	Post NFL Late News Post NFL Late News	CM	1030-1105P	-----S	:30	1	\$3,150.00	P-4	0.00	NM	1	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$3,150.00		0.00						
N46	KARE	10/27/12	10/27/12	Saturday Night Live Saturday Night Live	CM	1030P-1202A	-----S-	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	2		\$1,000.00		0.00						
N47	KARE	10/28/12	10/28/12	MN Bound MN Bound	CM	1105-1135P	-----S	:30	1	\$1,150.00	P-4	0.00	NM	1	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$1,150.00		0.00						
N48	KARE	10/27/12	10/27/12	Vikings Special Vikings Special	CM	Various (12:00 PM-12:30 PM)	-----S-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$2,000.00		0.00						
N49	KARE	10/26/12	10/26/12	Local Prime Special Local Prime Special	CM	Various (8:00 PM-9:00 PM)	----F--	:30	2	\$1,750.00	P-2	0.00	NM	2	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	2		\$1,750.00		0.00						
N50	KARE	10/28/12	10/28/12	Football Night in America Football Night in America	CM	6-715P	-----S	:30	2	\$1,300.00	P-2	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	2		\$1,300.00		0.00						
N51	KARE	10/25/12	10/25/12	Vikings Pre-Game Vikings Pre-Game	CM	Vikings Pre-Game	---T---	:30	2	\$2,750.00	P-2	0.00	NM	2	\$5,500.00

Order / Rev: 715925  
 Alt Order #: 06331752  
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: CRAVAACK, C / R / CON  
 Product Desc: CRAVAACK FOR CONGRESS  
 Estimate: C23C29

KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N51	KARE	10/25/12	10/25/12	Vikings Pre-Game Vikings Pre-Game	CM	Vikings Pre-Game	---T---	:30	2	\$2,750.00	P-2	0.00	NM	2	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	---T---		2				\$2,750.00		0.00			
N52	KARE	10/25/12	10/25/12	Vikings Regular Season Viking Regular Season	CM	7-10P	---T---	:30	1	\$15,000.00	P-2	0.00	NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	---T---		1				\$15,000.00		0.00			
N53	KARE	10/28/12	10/28/12	NFL Regular Season Fo NFL Regular Season Footba	CM	715-1030P	-----S	:30	2	\$5,000.00	P-2	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S		2				\$5,000.00		0.00			
Totals													65	\$90,775.00	